

1995 NAME GENERATION - INELIGIBLE BREAKOUT
 (as of 05/08/96)

Category	BAR	VANS	RACING	EVENTS	RESORT	TOTAL	% OF TOTAL INELIGIBLES
Adds							
Change of Address							
Blanks	872	4,929	687	2,755	284		9,527
Under Age							
Deletes							
Illegible	112	161	57	312	33		675
Non-Smoker							
Smokes Cigar							
Profane							
Quitter							
Incomplete	1,217	10,388	2,959	7,157	655		22,376
TOTAL	2,201	15,478	3,703	10,224	972		32,578

Category Descriptions:

Dupes: Surveys filled out by the same individual (identifiable only when they arrive at the vendor grouped together)

Adds: Requests to add another smoker to the database.

Change of Address: Individuals indicating their address has changed.

Blanks: Combination of surveys which are totally blank and those with incomplete information

Deletes: Requests to take name off database

Illegible: Unreadable surveys

Non-Smoker: Individual who fills out survey but indicates he is not a smoker

Smokes Cigar: Individual who indicates he is a cigar smoker

Profane: Survey received with profane language

Quitter: Survey indicating the responder has quit smoking

Incomplete: Survey with critical information missing

Foreign: Foreign address

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